

SIXTH AVENUE 8 & 19 STS. SIEGEL COOPER CO. CHALLENGE SALE

Our second great Challenge Sale begins to-morrow, Monday, and is to continue throughout the Week.

Once before—last March—there was a Challenge Sale at The Big Store—and it still lingers in the memory of the people, for it meant the dawn of an era of lower prices for high-grade merchandise than was ever before known on the American continent.

Again we throw down the gauntlet—Again we challenge, not only all New York, but the retail merchants of the entire Continent to equal the prices we name for our second great Challenge Sale.

If, as they claim in their efforts to counteract the influence of The Big Store, they can sell as cheaply as we do, meeting quality for quality and price for price.

NOW IS THE TIME TO PROVE IT.

Throughout the Week the Challenge Sale Continues. Lots sold out will be immediately replaced with other goods equally attractive, for this sale is destined to make a record—and we'll spare no effort to make it the success of all successes!

STORE OPENS MONDAY AT 9 O'CLOCK.

NO MAIL ORDERS FILLED FOR ADVERTISED GOODS.

Dress Goods

At Challenge Sale Prices.

Plain and Fancy Dress Goods in all the stylish and new colors of the season, the latest correct weaves, also extra heavy black all wool chevrons: 500 pieces to go on sale Monday at the Challenge price of... **25c**
Plain and fancy dress materials, plain all wool serges and mixed fancy novelties, in magnificent variety: 500 pieces to go on sale Monday at the Challenge price of... **37½c**
175 pieces of the very latest, most desirable imported and domestic dress fabrics, the season's best and newest styles; to go on sale Monday at the Challenge price of... **48c**

Silks and Velvets

At Challenge Sale Prices.

One big lot of Fancy Satins, complete assortments of dark and medium colors, excellently suitable for waists, trimmings and linings, Challenge price... **25c**
Black Silk and Wool Crystals in heavy cord effects, eminently desirable for the stylish cape or gown; value phenomenal at our Challenge price of... **65c**
100 pieces black Velvets, very good quality for trimmings or a handsome velvet waist (all the style now), Challenge price... **39c**

Art Needle Goods

At Challenge Sale Prices.

250 Irish Point Bureau and Buffet Scarfs, 20x54, beautiful \$1.00 goods; Challenge price... **48c**
500 Photograph Frames, hand made, covered with silk in front and back, daintily hand embroidered in pretty colors, pink, blue, red, yellow, old rose and cerise, originally intended to be sold at 1.00; Challenge price... **25c**
Corsets At a Challenge Sale Price.
300 pairs of French Sateen Corsets, very best and latest shape, low bust, short hips, 104-inch front steel, well boned, 2 side steels, finished top and bottom with silk embroidery, colors white and drab, sizes 18 to 30, considered excellent value at \$1.50; Challenge price... **65c**

Muslin Underwear

At a Challenge Sale Price.

1,200 Night Gowns, in six different styles, 4 styles of heavy muslin night gowns, one style of cambric night gowns, one style of flannel night gowns. The muslin gowns are in empire style, trimmed with lace and embroidery. The flannel night gowns are made with Hubbard vokes, sailor collars and cuffs of plain blue or pink material. Every garment in the lot excellent \$1.00 value; Challenge price for all... **59c**

5,000 Pairs of Shoes

At Challenge Sale Prices.

800 pairs of Ladies' High Cut Skating Boots, of Box Calf, with solid double soles, full \$3.00 value; Challenge price... **1.85**
Four lots of Ladies' Kid and Button Boots, in all sorts of shapes and toes, in all sizes and widths; full \$2.25 value; Challenge price... **1.60**
Ladies' best 25c Over-Gaiters; Challenge price... **12c**
Lamb'swool Insoles; Challenge price... **12c**

Hosiery At Challenge Sale Prices.

100 dozen ladies' fast black cotton Hosiery, fleece lined, all sizes, 20c. value, Challenge price... **12½c**
500 dozen children's Egyptian ribbed cotton Vests and Pants, silk trimmed, in white and natural colors, 40c. value, Challenge price... **25c**
100 dozen Ladies' "Onieta" Combination Suits, made of pure Australian wool, extra well finished, quality equal to anything for sale anywhere at \$1.50, Challenge price... **95c**

Lamps, Tables and Globes

At Challenge Sale Prices.

Banquet lamps with 6-inch crystal onyx column, gold plated open work foot, central draught burner, complete with new best glass 6 panel colored globes, complete like illustration, \$4.00 value, Challenge price... **2.75**
Round onyx top tables, gold plated top and centre shelf, 3 legs, fine Mexican onyx 10 inches in diameter, real value \$5.75, Challenge price... **4.25**
10 inch banquet globes, solid colors, in red, white, green and pink with gold plated fancy brass trimmings in the very latest effects, everywhere \$3.50, Challenge price... **2.00**

In the Crockery Store At Challenge Sale Prices

100 piece premium porcelain dinner sets, including large soup tureen and all other important pieces to make complete set for 12 people, value \$9.00, Challenge price... **6.00**
56 piece English porcelain tea sets in pretty blue scroll decoration, neat shape, positively worth \$3.00, Challenge price... **1.95**
9 piece toilet set, Majestic shape, pretty blue and green chrysanthemum floral decoration, Challenge price... **1.25**

Trimmed Millinery

At Challenge Sale Prices.

At the threshold of the greatest social event of the year we stand fully prepared to meet the demands of the occasion with an extraordinary display of the world's choicest millinery—the work of the world's foremost modistes—artistic creations that will compare with anything yet shown on this continent and at prices not heretofore quoted anywhere for Millinery of the top notch sort.

FOR MONDAY A VERY SPECIAL OFFER:

Ladies' chic and stylish hats for street wear, of black velvet trimmed with ostrich feathers, at a price that will open the eyes of competing milliners. Challenge price... **4.00**

Ladies' trimmed Alpines of splendid quality fur felt, in black and colors. Challenge price... **55c**
Black silk velvet covered hats, untrimmed, new and desirable shapes. Challenge price... **1.25**

Children's stylish hats, beautifully trimmed. Challenge price... **1.75**

Books At Challenge Sale Prices.

We have purchased from the Standard National Bank of this city, at our own price, over 10,000 books published by the firm of J. Selwin, Tait & Sons. The books are all in first-class condition, no shop-worn goods, printed on best quality paper and beautifully bound. A few of the items now offered at Challenge Prices are as follows:
Athletics and Physical Culture, by Theo. C. Knapp, illustrated. Publisher's price \$2.00, Challenge price... **55c**
Sandow's System of Physical Training, profusely illustrated from life studies, subscription ed. Publisher's price \$3.50, Challenge price... **98c**
Cavalry Life in Tent and Field, by O. B. Boyd. Publisher's price \$1.50, Challenge price... **29c**
Orlando's Daughter, by Jessie Fothergill. Publisher's price \$1.00, Challenge price... **23c**
The Lost Trader, by Henry Frith. Publisher's price \$1.00, Challenge price... **23c**
Americans in Europe, by One of Them. Publisher's price \$1.25, Challenge price... **23c**
The Bedouin Girl, by S. J. Higginson. Publisher's price \$1.25, Challenge price... **23c**
Stories and Sketches, by Grace Greenwood. Publisher's price \$1.25, Challenge price... **23c**
Inebriety—Its Jurisprudence, by Norman Kerr, bound in sheep. Publisher's price \$2.00, Challenge price... **45c**
The Larger Life, by H. A. Adams. Publisher's price 75c, Challenge price... **9c**

Umbrellas

At a Challenge Sale Price.

1000 fine all silk umbrellas, a heavy twill pure silk of superior quality, made on tapering steel rods, fine paragon frames, extra stylish natural wood handles, suitable for ladies or gentlemen, every single umbrella in the lot absolutely \$3.00 value, Challenge price... **1.45**

Gloves and Mittens

At Challenge Sale Prices.

250 dozen ladies' kid gloves, 4 button styles, in colors and black, also 8 button mousquetaire suede gloves in black only, values up to \$1.00, Challenge price, per pair... **50c**
Infants' wool mittens, Challenge price... **5c**
Infants' all silk mittens, Challenge price... **10c**

Handkerchiefs At Challenge Sale Prices.

Men's cotton pocket handkerchiefs, nicely hemstitched, plain white or printed borders, worth fully 10c, Challenge price... **5c**
Ladies' Swiss embroidered and hemstitched cotton handkerchiefs, plain white, lowest price heretofore 10c, Challenge price... **5c**

Drugs and Toilet Goods

At Challenge Sale Prices.

Elixir of Calisaya, pint bottle, challenge price... **35c**
Wine of Cocoa, challenge price... **55c**
Chlorate Potash Tablets, challenge price... **7c**
Reliable Cough Mixture, 5c. size, challenge price... **12c**
Even Sutherland Sisters' Hair Grower and Scalp Cleaner, challenge price... **32c**
2 quart rapid flowing Fountain Syringe, 3 hard rubber pipes, in neat wood box, \$1.00 value, challenge price... **49c**
Tooth Brushes, worth 10c, challenge price... **5c**
Tooth Brushes, worth 15c, challenge price... **10c**
Tooth Brushes, worth 25c, challenge price... **15c**

Leather Goods

At Challenge Sale Prices.

The latest Leather Pursses, made of choice leather with nickel plated trimming, Challenge price... **8c**
Imitation grain leather Shopping Bags, cloth top and large outside pocket, leather handle, Challenge price... **39c**
Celluloid Photograph Albums for cabinet and carte de visite pictures, plush back, Challenge price... **95c**
Oak frame Bevel Plate Glass Triplicate Mirrors, 6x8, \$1.50 value, Challenge price... **83c**
Leatherette Photograph Frames, cabinet size, variety of colors, some with fancy ornaments, others with medallion corners, Challenge price... **10c**

Ribbons

At Challenge Sale Prices.

Thousands and thousands of yards of brightness and color, standard grade ribbons in all shades and widths at prices that are simply marvellous.
7 and 8 inch black Gros Grain Sash Ribbon, absolutely pure silk and of beautiful quality, Challenge price per yard... **25c**
No. 40 satin and Gros Grain Ribbons, 3 inches wide in good and desirable shades, Challenge price... **14c**

Gentlemen's Clothing

At Challenge Sale Prices.

850 men's strictly all wool Suits, in dark and medium shades, in plaid and plain designs, substantially lined and well tailored, exceptional \$8.00 values, in all sizes for regular or stout men, Challenge price... **4.85**
500 men's fine Melton Overcoats in black, brown and Oxford mixed shades, lined with heavy double warp Italian cloth, made with deep full velvet collar, unequalled \$10.00 value, Challenge price... **6.00**
1,000 pairs of Men's Trousers, strong, well wearing woollen stuffs, neatly tailored, made with riveted buttons and otherwise strongly put together, it requires no expert to see that they are \$2.00 values, Challenge price... **1.00**

Boys' Clothing. At Challenge Sale Prices.

Boys' extra good Knee Pants, strongly sewed, have patent elastic waistbands, as good as the best you elsewhere pay 40c. for, Challenge price... **19c**
Boys' heavy outing flannel Waists and Blouses in dark, medium and light shades, plaited back and front, real 30c. values, Challenge price... **15c**

Cloaks and Dresses

At Challenge Sale Prices.

Ladies' Silk serge lined Boucle Jackets, Franklin fronts, storm collar, good \$8.75 value; Challenge price... **3.75**
Ladies' Kersey Jackets, beautifully lined in fancy brocades and taffeta silks, Franklin fronts, good \$15.00 value; Challenge price... **7.50**
Seal Plush (Velour) Capes, silk serge lined, handsomely braided and jetted, good \$15.00 value; Challenge price... **7.50**
Ladies' Kersey Jackets, the best fitting and best made garments of their class in America also Boucle cloths and silk lined cheviot jackets, good \$16.50 value; Challenge price... **10.00**
Ladies' Electric Seal Jackets, lined throughout with heavy brown satin, cut 25 inches long, good \$35.00 value; Challenge price... **18.00**
100 Ladies' Russian Blouse Suits, with velvet collars and finely braided fronts, made of all-wool granite cloths, good \$12.00 value; Challenge price... **7.50**
75 Silk Brocade Dress Skirts, lined throughout, with black or colored taffeta silks, good \$12.00 value; Challenge price... **7.50**

Ladies' Waists

At Challenge Prices.

One special lot fancy plaid Waists, lined throughout, that would be good value at \$1.75; Challenge price... **95c**
300 Silk Waists, Velvet Waists, Taffeta Silk Waists and Roman-stripe Silk Waists; values up to \$10.00; Challenge price... **3.75**
200 Handsome Cashmere Gowns, very stylishly trimmed with lace, tucked, lined throughout, all colors; good value at \$5.00; Challenge price... **3.90**

Laces and Veilings

At Challenge Sale Prices.

A fine assortment of plain and chenille dotted Veiling, black, white, brown and navy blue, value 15c. a yard, Challenge price... **2c**
White and black silk Laces, an extra fine lot of pure silk Laces and Flouncings, from 6 to 18 inches wide, representing values from 50c. to \$1.00 a yard, Challenge price... **25c**

Carpets and Rugs

At Challenge Sale Prices.

325 rolls of Smith's and Stanford's Royal Wilton Velvets, in the newest fall designs, with borders to match, also hall and stair patterns that every one knows to be worth \$1.25 and \$1.35 a yard; Challenge price... **75c**
1,000 French Wilton Rugs, nothing better made, beautiful designs and colors, for Monday, as follows:
27 inch x54 inch, value \$3.00; Challenge price... **\$1.50**
36 inch x63 inch, value 5.00; Challenge price... **\$2.45**
36 inch x72 inch, value 6.00; Challenge price... **\$3.45**

Upholstery At Challenge Sale Prices.

One lot of Satin Derby Curtains in six different colors, 50 inches wide, three yards long, lowest price heretofore 12.75; Challenge price... **\$7.50**
100 pairs of Chenille Curtains in all over patterns, some in self colorings, extra heavy fringe top and bottom, lowest price heretofore 7.50 per pair; Challenge price... **\$4.95**
500 pairs Nottingham Lace Curtains, cost 75c. 55c to manufacture; Challenge price, for pair... **\$2.35**
100 pairs of Irish Point Lace Curtains, full width and length, that would be considered an extreme bargain anywhere at \$3.75; Challenge price... **\$2.35**

Linens and Linings

At Challenge Sale Prices.

Linen Huck Towels, fringed, size 19x40; Challenge price... **10c**
Ready-made Pillow Cases, size 42x36, Challenge price... **4c**
Ready-made Sheets for single beds, 54 inches, Challenge price... **19c**
Cream Table Damask, 54 inches wide, Challenge price... **27c**
Twilled Towels with red or blue borders, 17 inches wide, Challenge price... **6c**
4-4 Bleached Muslin, fruit of the Loom or Lonsdale, 20 yards to a purchaser, Monday at... **5c**
Very fine quality Selvica, in all shades, Challenge price... **5c**
Black and colored soft finish Waist Lining, Challenge price... **7c**
Cream white Saxony Flannel, Challenge price... **19c**

Blankets and Comforters

At Challenge Sale Prices.

One lot of Woollen Blankets, eleven-quarter size, weight 6 lbs., very good substantial blankets, worth \$4.00 a pair, Challenge price... **2.50**
Solid Turkey red covered Comforters, fast color, good filling, full size and heavy weight, a positive value of \$1.00, Challenge price... **1.15**

Fine Furniture

At Challenge Sale Prices.

Solid Oak Extension Tables, 6 feet long when extended, 4 inch legs, very substantially made and polished equal to any \$15.00 table in the city, will seat eight persons; value strictly \$6.50. Challenge price... **3.75**
Solid Oak Sideboard, 4 foot base, 18 x 40 French bevel plate glass, highly polished, plush lined drawers, rope moulding on front, newest design throughout, a real \$18.00 sideboard, Challenge price... **12.75**
Solid Oak Chiffonier, 5 large drawers, neat brass trimmings; new carved design; not sold anywhere for less than \$6.75, Challenge price... **2.95**
Varnish Martin Rocker, manufactured by one of the best makers of these goods, superior decorations, equal in every respect to the best that other stores sell at \$10.00, Challenge price... **6.95**
Large Spiral, best hand-carved Rocker, golden finished, also oak or mahogany finished, upholstered in a variety of silk damask patterns especially selected for them. Originally made to sell at \$7.00, Challenge price... **3.00**